

## **Buy Detail Report**

Revision #:

Date: 9/6/2012

Media: Client: Separation between spots: Primary Demo: Adults 25-64 Market: Product: Salt Lake City-Ogden Mayor Ben McAdams for Salt Lake County Mayor TV 80 Buyer: Estimate: Survey: Flight End Date: 11/4/2012 04:59 AM Flight Start Date: 9/17/2012 05:00 AM Description: Ben McAdams TV Amanda Chew Nov11 DMA Nielsen Live+7 318 Vendor: KTVX-TV Phone: 801-975-4569 801-580-1335c 2175 West 1700 South Salt Lake City, UT 84104 Send Billing To: Love Communications Fax: Phone: 801-519-8880 Salt Lake City, UT 84101 546 S. 200 W 801-519-8884

Fax: 801-975-4441

Daypart   Daypart   Daypart   STN   Du   Part   Du						ස			8			ਰ			KTVX-TV		Line
STN let         Lour         W/Ks let         Lour         W/Ks let         Lour         M/Ks let	Total Cost:							NIGHTLINE	MTuWThF 10:35p-11:05p		ABC 4 NWS 10P	MTuWThF 10:00p-10:35p		ABC 4 NWS 10P	TV MTuWThF 10:00p-10:35p		
STN left         Lour         WKS PUZZ 10/72 10/722 10/229         Total Spots Fuzz 10/22 10/229         Total SPOSS Fuzz 10/22 10/229         Total SPP/GIMP(000): 14.0 14.0 12.0 12.0 12.0         Total SPP/GIMP(000): 14.0 14.0 14.0 12.0 12.0 12.0         Total SP/S10.00         \$7,310.00         \$3.00         \$2         2 <th></th> <td></td> <td></td> <td></td> <td>O</td> <td>· Ξ</td> <td></td> <td></td> <td>۲</td> <td></td> <td>U</td> <td>Ξ</td> <td></td> <td></td> <td>5</td> <td></td> <td>Daypart Code</td>					O	· Ξ			۲		U	Ξ			5		Daypart Code
Wks         10/1 10/15 10/22 10/29         Total Spots Spots           9/24 10/1 10/15 10/22 10/29         10           2         2         2         2         2         10           2         2         2         1         1         8           2         2         2         2         2         10           2         2         2         2         2         10           2         2         2         2         2         10           8         8         8         7         7           14.0         14.0         14.0         12.0         12.0	\$8,600.00	το				\$100.00			\$200.00			\$200.00			\$400,00		STN
Wks         10/1         10/15         10/22         10/29         Total Spots         Spots         Spots         Feature         Feature         Feature         Total Spots         Feature         Feature         Total Spots         Feature         Fea	\$7 \$7	tal GRP/GIM	Total			\$85.00			\$170.00			\$170.00			\$340.00		STN Net
Spots R	310.00	P(000):	Spots:			5			30			ដ៍			30	Dur	
Spots R		14.0	∞			2			N			2			2	9/24	Wks
Spots R		14.0 1	œ			Ŋ			2			2			2	10/1 1	
Spots R		4.0 1				2			2			2			2	0/15 10	
Spots R		2.0 1	7			N			2						2	0/22 1	
Total Adults Sports 25-64  Rtg/CPP  10 2.0 \$200.00 \$170.00 8 2.0 \$100.00 \$85.00 10 1.5 \$133.33 \$113.33 10 1.5 \$66.67 \$566.67 \$566.67 \$38 66.0 \$110.76		2.0	7			10			2			_			N	0/29	
al Adults ts 25-64 Rtg/CPP  \$200.00 \$200.00 \$170.00 \$100.00 \$85.00 1.5 \$133.33 \$113.33 1.5 \$66.67 \$566.67 \$130.30 \$110.76	38		32			1(			10						10		Tota Spot
Adults 25-64 2,0 2,0 \$200.00 \$170.00 2,0 2,0 \$185.00 1,5 \$133.33 \$113.33 1,5 \$66.67 \$56.67 \$56.67 \$56.67 \$5130.30 \$110.76	Φ.															곦	is a
1	\$110.76	66.0 \$130.30		\$56.67	\$66.67	1.5	\$113.33	\$133.33	1.5	\$85.00	\$100.00	2.0	\$170.00	\$200.00	2.0	g/CPP	Adults 25-64

Disclaimer:

Signature: